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**EXECUTIVE SECRETARIAT**  
ROUTING SLIP

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## Remarks

TO #14: For your direct response as appropriate.  
Please provide Executive Registry with a  
copy of any correspondence.

Executive Secretary  
7 Jan 86

Date

3637 (10-81)



Kent M. Black  
President

Commercial Electronics Operations  
Rockwell International Corporation  
P.O. Box 10462  
Dallas, Texas 75207-0462  
(214) 996-7525



Rockwell  
International

31 DEC 1985

December 18, 1985

ER:

85-4455/2

The Honorable William J. Casey  
Director  
Central Intelligence Agency  
Washington, D.C. 20205

Dear Mr. Director:

In early November, I sent you a letter announcing our 1986 U. S. Savings Bonds Campaign Leadership Conference on January 22-23, 1986, at the Sheraton Washington Hotel in Washington, D.C. I also requested that you consider sending your organization's 1986 U. S. Savings Bonds Campaign coordinator to that conference so that he or she can hear how some of the largest U. S. organizations are so successful in promoting the sale of U. S. Savings Bonds.

I have some excellent news! The Honorable James A. Baker, III, the Secretary of the Treasury, will be our conference luncheon speaker. With tax reform, the U. S. Government deficit and other major fiscal issues in the news daily, I'm sure everyone will be interested in the Secretary's views.

The Honorable Katherine D. Ortega, the Treasurer of the United States, has agreed to participate in our morning General Session on January 23, 1986, to recognize companies on the 1985 U. S. Savings Bonds Honor Roll. These are companies and organizations with outstanding participation in the U. S. Savings Bonds Program.

Prior to our one-day conference, we will have a preconference reception on January 22, 1986, at the Cannon Caucus Room in the House of Representatives Cannon Office Building. All members of the U. S. House of Representatives and U. S. Senate have been invited to attend. Based on the number of responses already received, we expect an excellent turnout of Senators and Congressmen for our January 22 reception.



P-119

Page 2

As a reminder, a separate invitation will be mailed to each conference registrant in early January.

Those who attended the 1985 Leadership Conference will recall the excitement and enthusiasm generated when the President of the United States called during the General Session to express his interest in the U. S. Savings Bonds Program. We have requested that the President honor us with a call again this year and look forward to hearing his message.

We will close the conference with a banquet on the night of January 23, 1986. Mr. Robert E. Mercer, Chairman of the Board of the Goodyear Tire and Rubber Company and 1986 Chairman of the National U. S. Savings Bonds Volunteer Committee, will be our principal speaker. The Military District of Washington is writing and producing a special musical "Flag Pageant" to premiere on January 23rd at the U. S. Savings Bonds Leadership Conference banquet. A 20-minute performance, the "Pageant" will include sixty to seventy actors participating in the flag presentation and a fifty piece band.

I am enclosing a brief agenda of the events of and surrounding our conference, as well as a letter from the Treasurer of the United States sharing her views on the importance of our conference and U. S. Savings Bonds. I'm looking forward to working with your designee at the conference. Please have your representative register using the coupon from the enclosed flyer.

If you should care to personally attend any of the conference festivities, please contact Mr. David L. Clifton of my staff on telephone number (214) 996-6066.

Thank you for your support. I know you share my views that U. S. Savings Bonds are good for America.

Sincerely,



Kent M. Black, Chairman  
1986 Leadership Conference  
U. S. Savings Bonds Campaign

1986 U. S. Savings Bonds Campaign  
Leadership Conference

Preliminary Agenda

Wednesday, January 22, 1986

12:00 Noon - 8:00 PM	Registration	Sheraton Washington Hotel
6:00 PM - 8:00 PM	Reception	Cannon Caucus Room U. S. House of Representatives Cannon Office Building

Thursday, January 23, 1986

7:30 AM	Registration Opens	Sheraton Washington Hotel
8:00 AM	Continental Breakfast	
9:30 AM	General Session Opening Remarks	Edward J. Guss Deputy Executive Director U. S. Savings Bonds Division
9:40 AM	Welcome	Kent M. Black President Commercial Electronics Operations Rockwell International
9:50 AM	Honor Roll Companies	Hon. Katherine D. Ortega The Treasurer of the United States
10:00 AM	1985 Campaign Highlights and Achievements of Honor Roll Organizations - Headquarters	
10:30 AM	Break	
10:45 AM	1986 U. S. Savings Bonds Promotional Film	
11:00 AM	1985 Campaign Highlights and Achievements of Honor Roll Organizations - Other Locations	
12:00 Noon	Lunch Keynote Speaker	Hon. James A Baker III The Secretary of the Treasury
1:30 PM	Breakout Sessions	
5:00 PM	Adjourn	
6:30 PM	Reception	Sheraton Washington Hotel
7:30 PM	Banquet Speaker	Sheraton Washington Hotel Robert E. Mercer Chairman and CEO, The Goodyear Tire and Rubber Company



TREASURER  
OF THE  
UNITED STATES

DEPARTMENT OF THE TREASURY  
WASHINGTON

December 12, 1985

Dear Chief Executive,

The 1986 U. S. Savings Bonds Campaign Leadership Conference will be held in Washington, D.C. on January 23, 1986. The 1986 Conference Chairman, Kent M. Black, promises that this year's event will be even more exciting than the outstanding Conference held in January 1985.

Since the 1940's, the foundation of the U. S. Savings Bonds program has been bonds sold to employees through payroll savings plans where they work. The 1986 Conference will bring together representatives of organizations with outstanding participation and companies that want to increase their participation. Those attending will share ideas and discuss ways to conduct more effective campaigns. Conference attendees should gain new insights into how to best plan, organize and conduct Savings Bonds campaigns in their respective companies.

Please appoint a high-level Savings Bonds Coordinator for your 1986 Campaign, and ask that individual to plan to attend the Conference on January 23, 1986.

Secretary of the Treasury, James A. Baker, III, will be addressing the Conference. The support and participation of your organization in this event will ensure its success. I look forward to seeing your campaign coordinator at the Conference.

Sincerely,

*Katherine D. Ortega*

Katherine D. Ortega